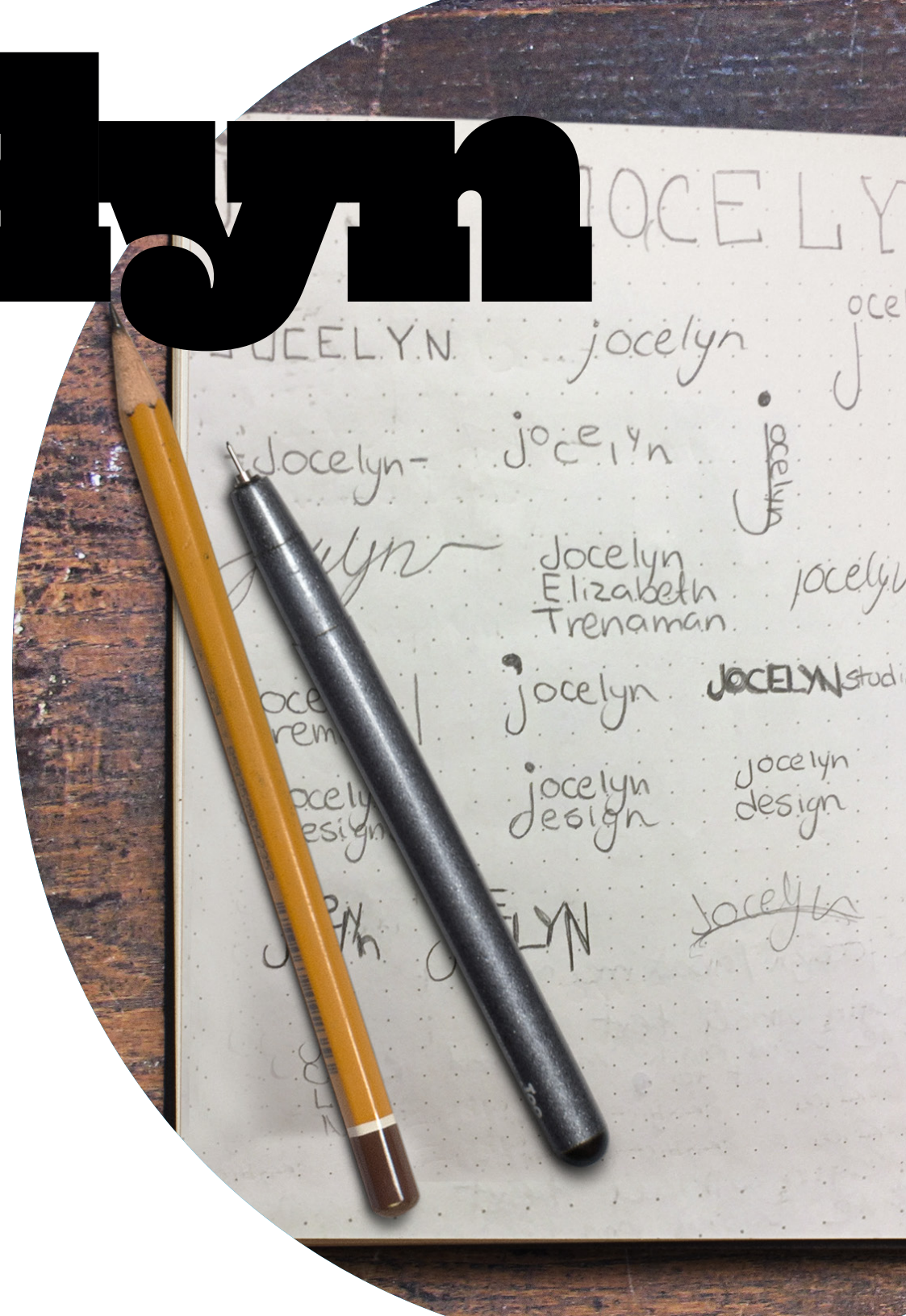


jocelyn



Branding Package

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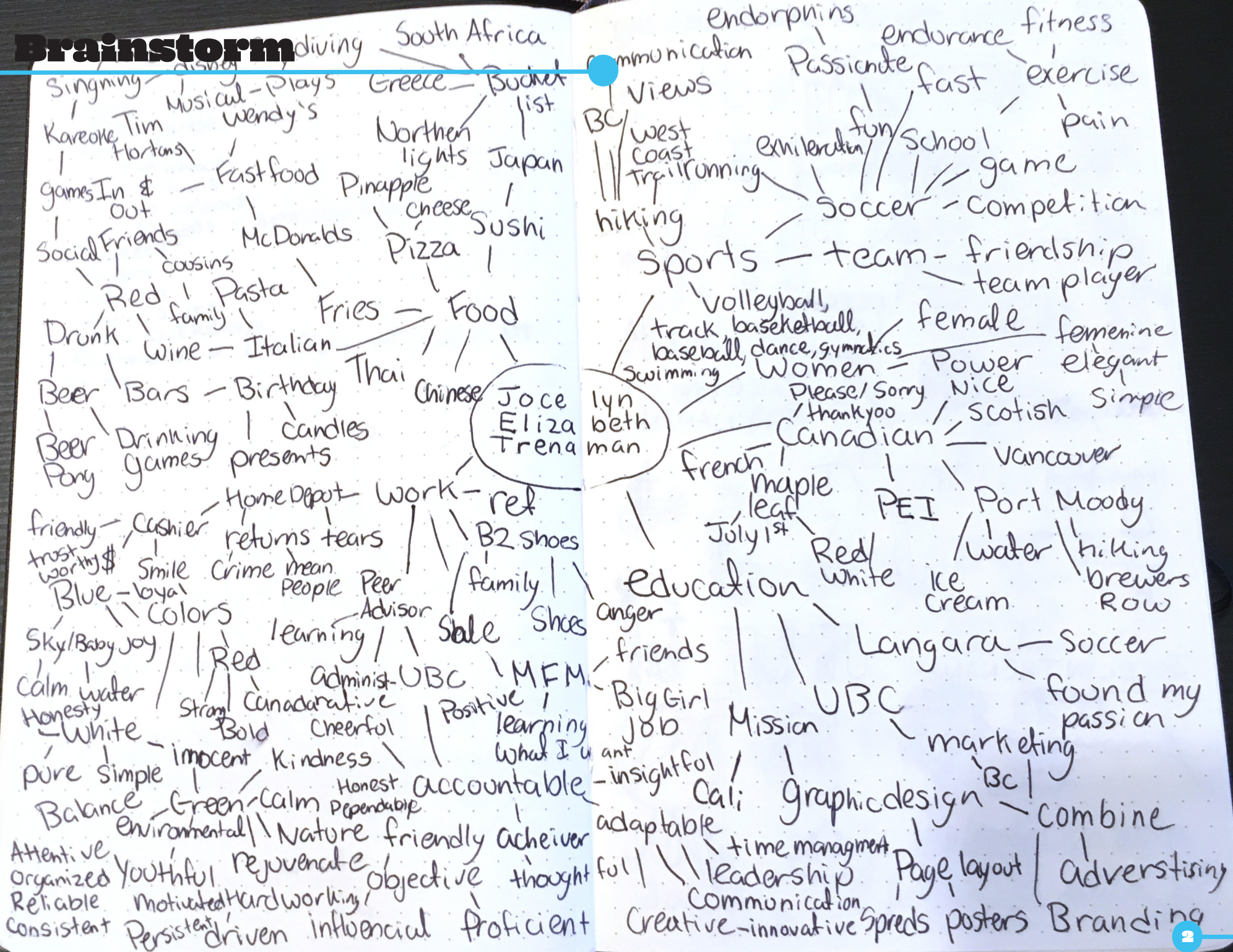
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Brainstorm





Branding Statement

I am an **inspiring graphic designer** with strong **interpersonal, time management, and flexible** skills in **marketing, communication, and page layout** who is an **energetic, driven, and friendly creator**

Sketches



Line Art

	A	B	C	D	E	F	G	
1						jocelyn desings	jocelyn designs	
2						<i>jocelyn</i> designs	jocelyn desings	
3						jocelyn designs	jocelyn desings	
4					jocelyn DESIGNS	jocelyndesigns	jocelyn DESIGNS	
5					jocelyn desings	jocelyndesigns	jocelyn	
6					jocelyn desings	jocelyn	jocelyn	
7					jocelyn desings	jocelyn	jocelyn	
8						jocelyn	jocelyn	

jocelyn

Logo Explanation

Typeface

Fun, Friendly, Interpersonal, Modern & Youthful

Blue

Professional, Technology, Modern,
Loyal, Stable, Calm & Positive

Typography

Graphic Design, Page Layout
& Typographer

Eye

Honest, Authentic,
Trustworthy, Divine
& Myself

Curves

Movement, Driven, Energetic
& Dynamic

Typeface - Mighty Slab

Scalable



2"



4"



8"



10"

Logo Variations

jocelyn jocelyn

jocelyn jocelyn

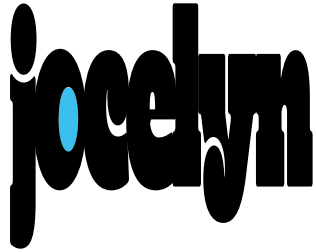
jocelyn

jocelyn

Logo Clear Space



Logo Misuse



DO NOT

Squish the logo in any way
Always proportionately
transform.



DO NOT

Distort the logo in any way

DO NOT

Apply any effect to the logo



DO NOT

Change the colors
(Only Primary color, Black and White)



DO NOT

Add a drop shadow



DO NOT

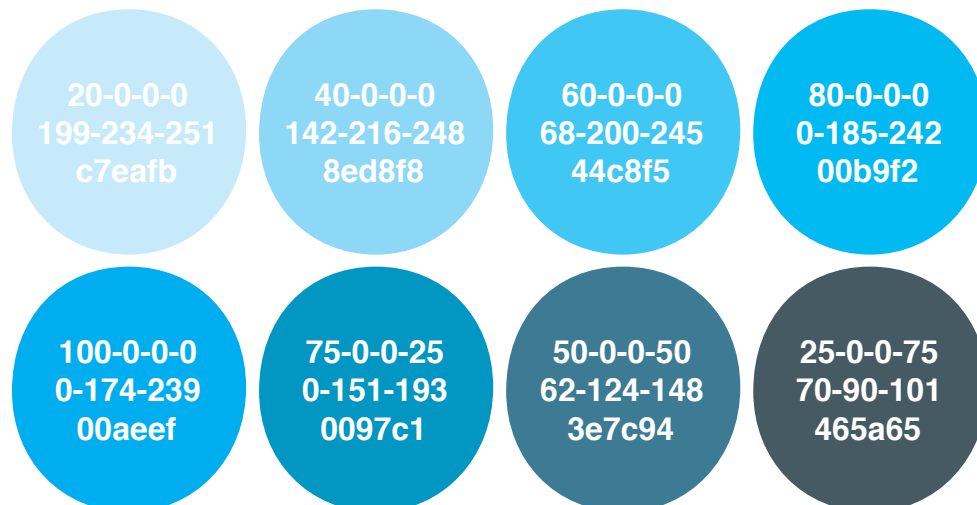
Add a gradient

Colors

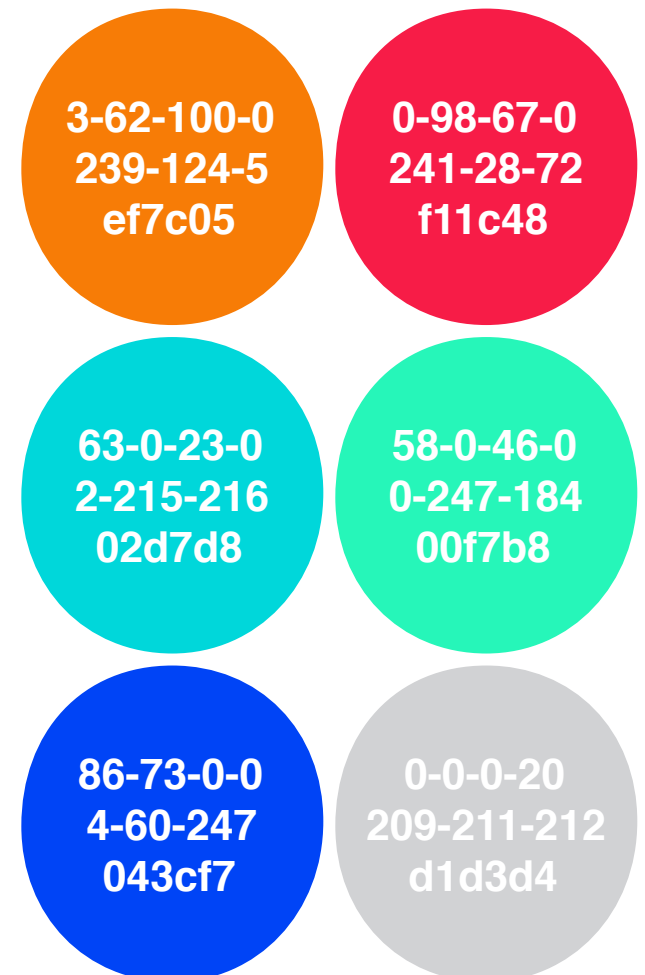
Primary Colors



Shades



Secondary Colors



Typography

Display

Aa

Might Slab

One

Text

Aa

Helvetica

Bold, Regular, *Oblique*, Light

Lorem Ipsum

Dolor aut hic totatur asit et, is eum volenditate dolo dendit repta atistotatur molliquae pore rest doleni ad quiscium as mostios andebis quae. Ut ma volore, omnis dis corem cum et aut ea seque mod este rest ut aliat essitat emporem. Atur aut eiur, sitin es aboreris mos pedic to omnietur?

Fuga. Uditae con nihil eatumente eum facerion comniatur molorererum que am, occuscitae vel everian delitis consendi utas in ped ulpa volupta volectet, venti denecte nos imi, omnis aborum sapissitas etur? Totam, sum endam quibus.

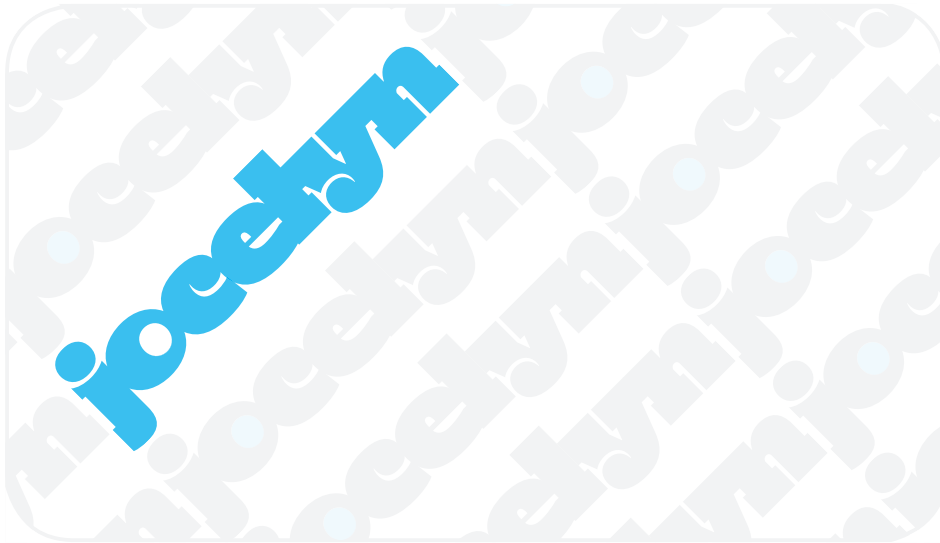
Sed quam idelestis eum autem. Ficipsam, nonsequatum alitium aute velitae natum est utem et quidelique modi dist, quas ut ommo tem none cus ium renimus, quas unt untotae. Ut por se cus as aut ut ex eum ut harum qui ute nistis-sin pres quissimus ullaborro eariat rem fuga. Obis sunt, simod erfero idel ium et lame lam voloresti acerit ant essu-sanda nisto teces explacceptat.

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Jocelyn Trenaman
Graphic Designer

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jocelyntrenaman@gmail.com
jocelyntrenaman.myportfolio.com

Business Card



Front

Jocelyn Trenaman
Graphic Designer

408.495.0030
jocelyntrenaman@gmail.com
jocelyntrenaman.myportfolio.com

Back

jocelyn

Mr. Smith
123 California Dr.
Santa Clara, CA

Rest reriatur ates nam sum eati reritincte maior susape modi autempos dolor ad estibusa sequam quis everferfera senis abor adit, quod quo officim incitem de dolorum rem fugiti apici-isciis millo tectaque optati reperferi totatem. Nem evelende illabor eritiun digenis voluptiassi omnihi laboribusam nonserfero eumquam alisciis serspera que es ut fugit rerrovit eum in consequi si ipsunt ium nimagniet acestio nsentorrum, quosa cus sequam in conecum vol-orerio eaquistotas dollupt asimet porrovid que suntem incillauteventemo exerati ut atibere nisquod ignates ciamus aut int, qui nis autem nemoluptat aut quatem verro id molut qui do-lorectem repero occullo ratiatquos seque corum exerspe rferferiam et arum laut quiatintibus quibus dolore cumenim agnias vitatem pernate accupti am, offictis erit, sit harumenimus estibus molecta tiorrum quatum veligenis sapis rehende liquides as apiet ipsapid magnienimil iilit, aut abor alitiatur, officipsum quam cusandi gendissi tem aut autatib eatecto imust harum intur modignatur acea nihici consequi imposapitat etur adi dunt hillabor simus.

Ad ma digenis quamus et reiunt.

Itature sentiis si derrumquiam quo et et omnimo tori ulla corum cusa dunt adicaborupit eos suntore icilias perionsequia ernatur?

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Borporit porectum illorum faccum volorestem aut aceaqui a adi odi nonem.

Into ex et laccaepetur? Mus nest, con culpa serunt quatur? Xero vellici delluptate omnihi lestium ipiet estoriam de estet ut inum ut litis et accatque et ut ommod magnam verunt laborehentur adi tem. Et desto velest, audit quia pa conse nihicit, sinus.

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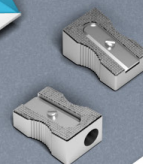
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Sincerely,

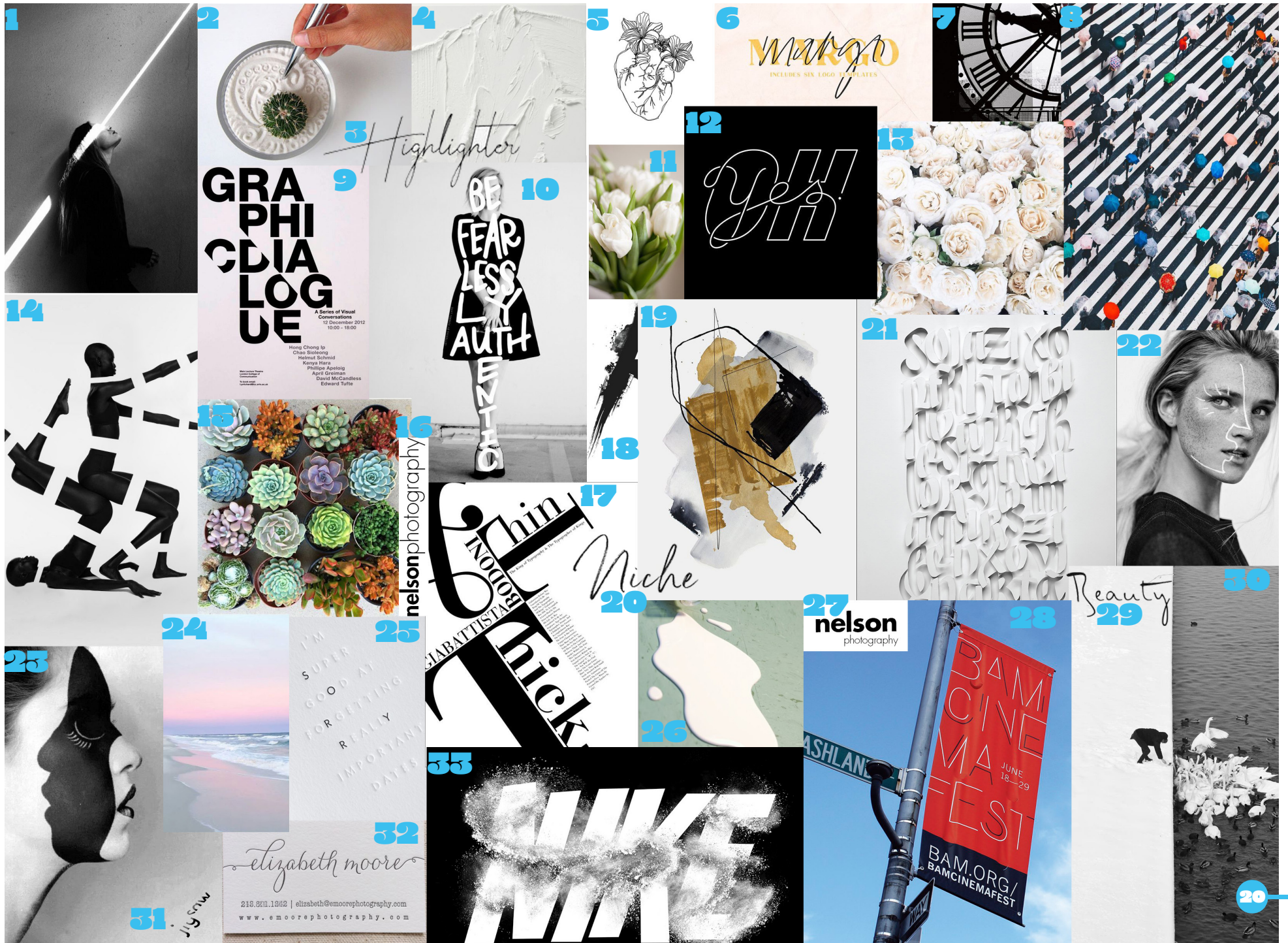
Jocelyn Trenaman

Jocelyn Trenaman

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Appendix



Mood Board Sources

1. https://www.pinterest.ca/pin/Ab6DKdXT8m4jJopCuXUDyQYGjiFxJ8h-_glZ1DJ0UgNAtQOvGA-XJuU/
2. https://www.pinterest.ca/pin/AUWwDchpxcFujYwe2RpQP2ifnHDlIfGF3v-aMkKguWZ4ZcONiJ_1s6E/
3. <https://www.pinterest.ca/pin/20407004547117368/>
4. <https://www.pinterest.ca/pin/20407004547117385/>
5. <https://www.theodysseyonline.com/13-poems-from-milk-and-honey-every-young-woman-needs-to-read>
6. <https://www.pinterest.ca/pin/ASlaJsUhFbcJI8uas4GbySSxxWWNssjrpRTpLMPltkOaAgv59AP1phfmVDclIS8UWOWZ9WqB6QY5akL4bK9Z-COQ/>
7. <https://www.pinterest.ca/pin/20407004547117307/>
8. <https://www.pinterest.ca/pin/20407004547117249/>
9. <https://www.pinterest.ca/pin/20407004547117367/>
10. <https://www.pinterest.ca/pin/20407004547109777/>
11. <https://www.pinterest.ca/pin/20407004547111576/>
12. <https://www.pinterest.ca/pin/AfFhydwpzPSkMMSxAq4-7Vg8d3ZDrfOjBZiRY9Kg4kBr47IE37Z8v0w/>
13. <https://www.pinterest.ca/pin/20407004547117387/>
14. <https://www.pinterest.ca/pin/20407004547117289/>
15. <https://www.pinterest.ca/pin/633107660088984561/>
16. <https://www.macworld.com/article/2889452/design-a-sharp-typographic-logo-even-if-all-you-have-is-textedit.html>
17. <https://www.pinterest.ca/pin/20407004546465606/>
18. <https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwj1y5mC0LTgAhVOnKwKHcJWBVYQjRx6BAg-BEAU&url=https%3A%2F%2Fwww.pinterest.com%2Faarenas2014%2Fproject-1%2F&psig=AOvVaw0Qob4fHK9DGA1TtrNTNC-jN&ust=1550006957090720>
19. <https://www.pinterest.ca/pin/20407004547117380/>
20. <https://www.pinterest.ca/pin/20407004547117368/>
21. <https://www.commart.com/project/25781/strokes-shapes-light>
22. <https://www.pinterest.ca/pin/20407004547117302/>
23. <https://www.pinterest.ca/pin/20407004547117295/>
24. <https://www.pinterest.ca/pin/403635185347839161/?lp=true>
25. <https://www.pinterest.ca/pin/20407004547117375/>
26. <https://www.commart.com/project/18272/spills>
27. <https://www.macworld.com/article/2889452/design-a-sharp-typographic-logo-even-if-all-you-have-is-textedit.html>
28. <https://www.commart.com/project/20281/bam-cinema-fest-2014>
29. <https://www.pinterest.ca/pin/20407004547117368/>
30. <https://www.pinterest.ca/pin/20407004547117292/>
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32. https://www.pinterest.ca/pin/AS4wyXWxlvBhx4lqVrQsamv_hYjgu8aGqgdmjg1kIVqt-MfbWdtFYJE/
33. <https://www.commart.com/project/380/there-is>